Dissolvable Tobacco Products Test Marketed in Kansas

- Altria, parent company of Phillip Morris U.S.A. and U.S. Smokeless Tobacco Company, is test marketing Marlboro and Skoal Tobacco Sticks in Kansas.
- Tobacco sticks:
    - Look like chocolate-covered toothpicks
    - Taste sweet, which may appeal to youth
    - Sold in small, discreet packages
- New tobacco products could harm the public's health by:
    - Increasing the number of youth who try tobacco
    - Increasing the number of people who use more than one addictive product
    - Preventing current smokers from quitting
    - Increasing death and disease

- There is the potential for "dual use" of these smokeless products with cigarettes or other smokeless tobacco products. The health impact of such dual use has not been studied.
- Dissolvable tobacco products may contain up to three times the amount of nicotine absorbed by a smoker from one cigarette. A cigarette smoker typically takes in about 1 milligram of nicotine per cigarette.[1] A similar product, Camel Sticks, was found to have 3.1 mg of nicotine per stick.[2] The nicotine content of Skoal and Marlboro Tobacco Sticks has not been tested.
- Tobacco sticks may appeal to children and adolescents because they are flavored like candy and are easy to conceal (at school, at home and in public places). Additionally, Marlboro is the most preferred brand by Kansas high school smokers.[3]
- The possibility that adults will carry the small packages in their pockets or leave them in other unsecured places, means that children may have easy access to them. There is a risk that a young child may ingest a lethal amount of nicotine by consuming tobacco sticks.
    - The estimated minimal lethal pediatric dose is 1 mg of nicotine per 2.2 pounds of body weight.[4]
    - Ingestion of as little as 1 mg of nicotine by a small child can produce symptoms such as nausea and vomiting.[5]

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[1] Benowitz, NL. Biomarkers of Cigarette Smoking, *Tobacco Control Monograph 7: The FTC Cigarette Test Method for Determining Tar, Nicotine and Carbon Monoxide Yields of U.S. Cigarettes*, chapter 7. http://cancercontrol.cancer.gov/tcrb/monographs/7/m7_7.pdf

[2] Connolly GN, Richter P, Aleguas A, Perchacek TF, Stanfill SB, Alpert HR. Unintentional Child Poisonings Through Ingestion of Conventional and Novel Tobacco Products. *Pediatrics*, Vol 125, No. 5, 896-899, May 5, 2010. http://pediatrics.aappublications.org/content/125/5/896.full

[3] Kansas Department of Health and Environment, Bureau of Health Promotion. Kansas Youth Tobacco Survey 2009/2010. http://www.kdheks.gov/tobacco/download/YTS2010_FactSheet.pdf

[4] McGuigan MA. Nicotine. In: Dart RC, ed. *Medical Toxicology*, 3rd ed. Philadelphia, PA: Lippincott Williams & Wilkins; 2003: 601-604.

[5] Salomon ME. Nicotine and tobacco preparations. In: Goldfrank LR, Nelson LS, Howland MA, Lewin NA, Flumenbaum NE, Hoffman RS, eds. *Goldfrank's Toxicologic Emergencies*. 8th ed. New York, NY: McGraw-Hill; 2006: 1221-1230.